

Microwave Schools Increase Sales

A microwave oven can be a terrific addition to any kitchen, but it can also be a frustrating nightmare if you don't know how to use it. Betty Andreano, appliance manager at K mart 3476, Clearwater, Florida, is trying to alleviate that problem by holding microwave cooking classes.

"We offer the classes before Mother's Day and again before Thanksgiving," Betty says. "The one we offer this October will be the ninth class since we started. All of the stores in the Tampa Bay area participate."

The classes have dramatically increased sales in the Tampa area. For a 60 day period, there were 1,090 microwave ovens shipped to Florida. In the Tampa Bay area alone 546 microwaves were sold.

Betty owns a microwave and says it gets constant use. "I consider myself a good cook, but cooking is not one of my favorite things to do. The microwave makes it a lot easier."



Betty Andreano, appliance manager of K mart 3476, Clearwater, Florida.

Personal Growth, Choice High on Artist's List

Carol Miller, K mart 5267, Dayton, Ohio, works the early morning crew. In the afternoons, her time is spent working as a freelancer on art projects.

Carol received an Associates Degree in Fine Art from the Allegheny Community College in 1974 and a B.A. in Fine Art from Indiana University of Pennsylvania in 1977.

After graduation, Carol worked in advertising layout, taught part-time and had various other jobs. "When I was living in Pittsburgh, I taught a drawing and painting class to seniors who were going to attend a specialized college," Carol says. "It was sort of an introductory course to give them a taste of what art is about."

After moving to Dayton, Carol got her job with K mart and began trying to establish herself as a freelance artist.

Last year, she designed a logo for Nova House of Dayton, a drug and alcohol rehabilitation center.

"I just finished a public service announcement and also designed T shirts for Nova House," Carol says. "The T shirts are black with white. There is a picture of a star shooting through the sky. It looks somewhat like a comet. In fact, I just saw the T shirts and I'm really pleased with them."

The television commercial used the same star and comet for their artwork. "It may sound crazy, but when I worked on this ad, I used a toothbrush. It gives you a fine spray of paint. I used a star with a three colored rainbow shooting out of it."

Carol likes the fact that she works for K mart and has time to do her artwork, too. "I want the choice to do the artwork that I want to do, not what someone tells me I have to do," Carol says. "I want the freedom to pick and choose. I have more control over my time this way. I think that when you work for someone you can't work under the pressures of their time schedule. Sometimes, you just need more time to be creative. What I'm doing now is best for my personal growth."

Carol is presently trying to put together a showing of her fine artwork. "It's still in the planning stage, but I'd like to get all of my personal work together. I've got about 30-40 pieces and it's time to have a showing. You sort of lose track of where you are with everything when you accumulate too much. After my showing, I can start all over again."

Among her personal collection are figurative drawings, landscapes, nature scenes, watercolors and mixed media.